

synergy learning

EXCITE.
ENGAGE.
EMPOWER.

Business Development Manager

WWW.SYNERGY-LEARNING.COM

OVERVIEW

We are seeking an outstanding salesperson with the additional drive, enthusiasm and expertise necessary to bring our customers' requirements to fruition. Likely to come from a learning technologies/ business to business software sales background, you will create and build a significant sales pipeline through understanding customer requirements. You will work with the wider team to create WOW that comes with exceeding expectations. Reporting to the Head of Sales and Marketing, you will be joining the team as we build a platform for significant growth. If you find this prospect exciting, and you want to work in a positive, team focused culture; you have the talent required and identify with our vision and values, then we want to hear from you.

ABOUT SYNERGY LEARNING

Established in 2005, Synergy Learning is a leading learning technologies company, located in Hollywood, Co. Down. We're a global leader in the design and development of custom eLearning solutions, having helped clients in over 40 countries through more than 1000 projects. We are a certified Moodle and Mahara Partner and have been named global Lead Seller for Totara. Our customers are at the central focus of everything we do, and we work in partnership with clients as diverse as Ryanair and The Kennel Club to help them improve their performance through learning and development using results-driven technologies.

We thrive on teamwork, and are a community of experts who are proud of our friendly and professional approach to getting the job done. Everything we do is underpinned by this culture. Our vision, as we enter this next exciting phase of growth, is to be the world leader in results-driven learning technologies that EXCITE, ENGAGE & EMPOWER. Our MISSION is to create incredible learning experiences using technologies that deliver tangible compelling results to our customers. And our values? We WOW!; We are Passionate & Committed; We are Innovative; We are 1Team; We have Fun!

WHAT WE OFFER

Further to a benchmarked competitive salary, we offer all employees 35 paid days off a year, contributory pension, access to training & development, a wellbeing programme, free parking, childcare vouchers, and after a qualifying period, performance bonus, Perkbox, cycle to work scheme and other discretionary benefits. However, a recent staff survey rated the quality of the team and working relationships as being among the most valued benefits of working at Synergy Learning.

JOB PURPOSE

The Business Development Manager's purpose is to build and manage a sales pipeline of prospective customers, collaborate internally within the wider team and deliver on an agreed quarterly/annual target.

This role is responsible for customer acquisition and will respond to new business enquiries, lead generation and the delivery of targeted campaigns. By understanding customer requirements, they will effectively present the ability to meet these by demonstrating and presenting our value proposition.

The level of new and existing business successfully closed, against agreed targets, will be the key measure of your success.

KEY RESPONSIBILITIES

- Research and generate prospects in line with our sales plan
- Acting as a brand ambassador for Synergy Learning ensure that clients receive WOW customer service
- Execute targeted campaigns to qualify prospects into leads
- Build and manage an accurate sales pipeline and sales forecast in line with annual sales targets and quarterly priorities
- Identify, initiate, develop and close business opportunities with new and existing customers
- Respond to incoming sales enquiries and tenders
- Create and manage a new business acquisition strategy within agreed region and sectors
- Deliver highly competitive commercial proposals, presentations and pitches in coordination with the wider team
- Develop a deep understanding and knowledge of customer requirements and effectively present the ability to meet these
- Represent the company at events and exhibitions
- Maintain accurate and complete records of all customer communications within Salesforce
- Promote workflow compliance across all members of the team

DEVELOPMENT/PROGRESSION OPPORTUNITIES

- Senior Business Development Manager

RELATIONSHIPS & REPORTING

- The Business Development Manager will work collaboratively with Account Managers and Marketing on daily basis, and the wider Customer Success Circle.
- Reporting to the Head of Sales & Marketing

ESSENTIAL CRITERIA – ALL APPLICANTS MUST HAVE:

- Excellent interpersonal skills with an ability to build rapport and WOW our customers
- Highly evolved collaboration skills, to enable project success and exemplify our 1team value
- Self-motivated with a record of consistently achieving ambitious annual sales targets
- Accomplished in customer-focused B2B and consultative sales for at least three years
- Able to win both short term, tactical deals and longer term, strategic customer wins
- Highly disciplined with strong organisational and time management skills.
- Good communicator, able to build trust with decision makers through professional communication and presentation skills (oral and written)
- Willingness to travel
- Strong networking skills
- Fast learner with the ability to absorb and communicate technical information
- Strong verbal and written communication skills - with both technical and non-technical audiences
- Knowledge of Learning Management Systems or web applications

DESIRABLE CRITERIA – WE WOULD LOVE APPLICANTS TO HAVE:

- Experience of Moodle and Totara
- Experience of using Salesforce
- Experience of using JIRA

HOW TO APPLY

- If you are a suitably qualified and experienced person and you think you would like to join us, then we'd love to hear from you!
- Please send a cover letter explaining why you are the best person to fill this role, outlining your career objectives and how Synergy learning can help you fulfil them. You should also attach an up to date CV, and answer the supplementary questions as thoroughly as possible.
- We are an equal opportunities employer and welcome interest from all suitably qualified individuals. We always recruit on merit alone, but as we are currently underrepresented by females in our workforce, we would particularly like to encourage women to apply.
- **If you are disabled, and/or require any reasonable adjustments to assist you in applying for this role, or in due course attending an interview, please let us know and we will do all we can to facilitate you.**

CLOSING DATE: 12.00pm Wednesday 31st January, 2018.



Our Vision

is to be the world leader in results-driven learning technologies that **excite** **engage** **empower**



Our Mission

is to create incredible learning experiences using technologies that deliver tangible, compelling results for our customers.



Our Values are:

- 1 We **Wow!** (Ask us about this one!)
- 2 We are **Passionate & Committed**
- 3 We are **Innovative**
- 4 We are **1 Team**
- 5 We are **Fun**

We are constantly improving and evolving by keeping our **values** at the centre of everything we do.

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